



## **Whitford announces a new nonstick that helps you cook more quickly and evenly!**

**H**ALO is a totally new and different nonstick coating system for top-end cookware. While it has unsurpassed resistance to wear, and releases food easily, it does a lot more:

- HALO contains a unique formula of special additives that absorb heat from the stovetop more quickly and distribute it across the surface of the pot or pan more evenly.
- This transfers the heat more rapidly

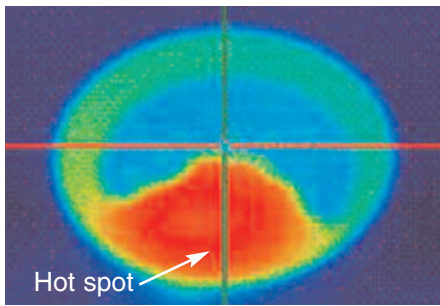
(and evenly) into the food, reducing cooking time.

- HALO's amazing heat distribution also helps eliminate "hot spots" that burn food.
- The result: HALO not only cooks better and cooks faster, it also uses less energy!

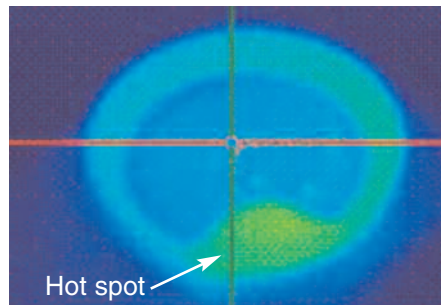
For more on this new and superior nonstick coating system, please see the other side.

**Whitford**

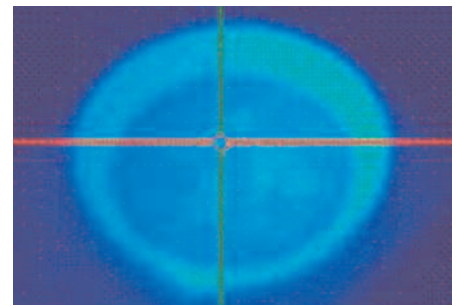
*Makers of the world's largest, most complete line of nonstick coatings*



Pan "A" with a conventional nonstick after two minutes exposure to heat: huge hot spot developing.



Pan "B" with a different reinforced nonstick after two minutes exposure: hot spot developing.



Pan "C" with HALO reinforced nonstick after two minutes exposure to heat: no hot spots.

## How HALO outperforms other nonsticks

Thermographic (heat-sensitive) photography shows how HALO transfers heat faster and more efficiently than other nonstick coatings.

Three pans, exactly alike except for the coatings, were filled with the same amount of water and heated to the same temperature on the same heat source. The photographs were taken after two minutes of exposure to the heat, while all the pans still contained water.

In the first photo, pan "A" has a large hot spot covering more than a third of the surface of the pan. Pan "B" has a hot spot growing at the bottom of the pan. But pan "C" (HALO) transfers heat quickly and evenly, with no hot spots developing.

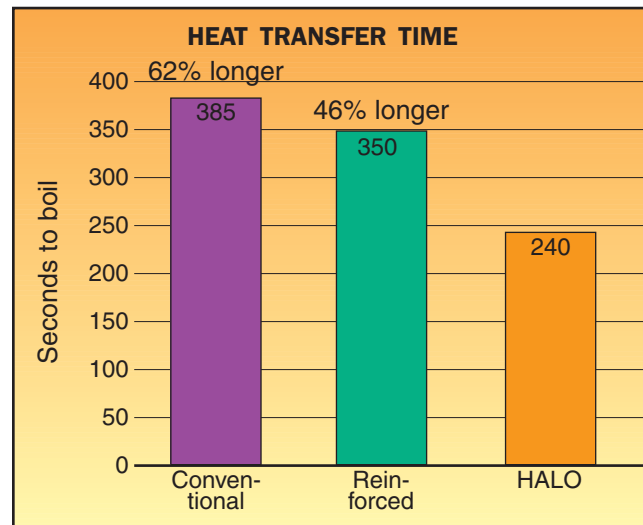
These hot spots cause problems such as longer cooking times, unevenly cooked foods and wasted energy — all of which HALO helps avoid.

### Transfers heat up to 62% faster

The unique system of reinforcing and heat transferring elements blended carefully into HALO provides an interlocking matrix that absorbs heat from the stove and

moves it quickly and evenly over the entire surface of the pan so it reaches and penetrates the food as quickly as possible.

Tests were run on the three pans with three different nonstick coatings to determine the precise time for the same amount of water to reach the boiling point. Here is what is illustrated above in a direct graphic comparison:



For more information on HALO (and other Whitford coatings), please contact your Whitford representative or send us an email: [sales@whitfordww.com](mailto:sales@whitfordww.com). Or visit us on the Web: [whitfordww.com](http://whitfordww.com).



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